

Engaging the Nonscientific Community Through Social Media Storytelling

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According to the Pew Research Center, seven in ten Americans use social media on a daily basis to connect with one another, engage with news content, share information, and entertain themselves. So how can scientists promote their research and educate the public about the work they do? Through social media storytelling!

By using a variety of social media platforms, scientists can connect with different audiences through engaging posts, photos, and videos. This presentation will explain how to use different social media platforms and cover tools to create effective and engaging content for nonscientific audiences.